

Amendments to the Claims

1 Claim 1 (currently amended): A computer program product for enabling television ("TV")
2 commerce to generate revenue streams for TV originators, said program product embodied on
3 computer readable media readable by one or more computing systems in an interactive television
4 environment having a connection to a computer network and comprising:

5 computer-readable program code means for initiating a TV commerce transaction by a
6 consumer using a device in said interactive television environment, wherein: said transaction
7 pertains to an offering of a merchant; said device is communicably coupled to a computer of said
8 merchant and to an issuer of a payment account of said consumer; and said computer of said
9 merchant is further communicably coupled to an acquirer that is distinct from, and that processes
10 payments for, said merchant;

11 computer-readable program code means for gathering, at said device, TV context
12 information related to a TV context in which said offering is presented to said consumer, wherein
13 said TV context information enables identifying one or more TV originators, each of which is
14 distinct from said merchant;

15 computer-readable program code means for digitally signing transmitting said gathered
16 TV context information, at said device;

17 computer-readable program code means for transmitting said digitally-signed TV context
18 information with a payment authorization request sent from [[a]] said device used by said
19 consumer to [[an]] said issuer of [[an]] said payment account, wherein said payment
20 authorization request requests of said consumer when requesting authorization of payment, using
21 said payment account, for said transaction;

22 computer-readable program code means for determining, by said issuer, whether said
23 issuer authorizes said payment using said payment account, and if so, computer-readable
24 program code means for:

25 including said digitally-signed transmitted TV context information in an
26 authorization token created by said issuer; if said issuer authorizes said payment, wherein
27 digitally signing, by said issuer, said authorization token is digitally signed by said
28 issuer, and

29 computer-readable program code means for sending, from said issuer to said
30 device, a payment authorization, wherein said payment authorization comprises said
31 authorization token, [[and]] with said TV context information included therein[[],]];

32 computer-readable program code means for forwarding said payment authorization from
33 said device to said computer of said merchant;

34 computer-readable program code means for transmitting said digitally-signed
35 authorization token with a payment capture request sent from said computer of said merchant to
36 [[an]] said acquirer that is distinct from, and processes payments for, said merchant when
37 requesting said acquirer to wherein said payment capture request requests said acquirer to collect,
38 from said issuer, said payment for said transaction;

39 computer-readable program code means for verifying, by said acquirer, that said issuer
40 authorized said payment and that said TV context information has not been altered by verifying
41 said issuer's digital signature on said authorization token and said digital signature on said TV
42 context information, respectively; and

43 computer-readable program code means for collecting, by said acquirer upon a successful

44 outcome of said computer-readable program code means for verifying, said payment for said
45 transaction from said issuer, and for concluding, by said acquirer upon verifying that said issuer
46 created said digital signature on said authorization token, that said payment was authorized by
47 said issuer and that said TV context information included therein has not been altered, and
48 therefore proceeding to automatically allocating allocate a portion of said collected payment to
49 one or more of said TV originators, according to said TV context information received in said
50 digitally-signed authorization token from said issuer[[,] and reducing an amount of said
51 collected payment to be paid to said merchant by said automatically allocated portion.

Claims 2 - 6 (canceled)

1 Claim 7 (currently amended): The computer program product according to Claim 1, wherein
2 said computer-readable program code means for collecting concluding and therefore proceeding
3 to automatically allocate further comprises:

4 computer-readable program code means for extracting an identification of each of said
5 one or more TV originators from said TV context information received in said digitally-signed
6 authorization token; and

7 computer-readable program code means for determining said portion to be allocated using
8 a predetermined percentage of said collected payment, for each of said TV originators for whom
9 said identification is extracted.

1 Claim 8 (currently amended): The computer program product according to Claim 1, further

2 comprising:

3 computer-readable program code means for extracting, by said acquirer, said TV context
4 information from said digitally-signed authorization token upon said successful outcome; when
5 said acquirer has verified that said issuer created said authorization token and
6 computer-readable program code means for sending said extracted TV context
7 information from said acquirer payment processor to at least one of said one or more TV
8 originators.

Claims 9 - 19 (canceled)

1 Claim 20 (currently amended): A system for enabling television ("TV") commerce to generate
2 revenue streams for TV originators in an interactive television environment, said environment
3 having a connection to a computer network and said system comprising:

4 means for initiating a TV commerce transaction by a consumer using a device in said
5 interactive television environment, wherein, said transaction pertains to an offering of a
6 merchant; said device is communicably coupled to a computer of said merchant and to an issuer
7 of a payment account of said consumer; and said computer of said merchant is further
8 communicably coupled to an acquirer that is distinct from, and that processes payments for, said
9 merchant;

10 means for gathering, at said device, TV context information related to a TV context in
11 which said offering is presented to said consumer, wherein said TV context information enables
12 identifying one or more TV originators, each of which is distinct from said merchant;

13 means for digitally signing transmitting said gathered TV context information, at said
14 device:

15 means for transmitting said digitally-signed TV context information with a payment
16 authorization request sent from [[a]] said device used by said consumer to [[an]] said issuer of
17 [[an]] said payment account, wherein said payment authorization request requests of said
18 consumer when requesting authorization of payment, using said payment account, for said
19 transaction;

20 means for determining, by said issuer, whether said issuer authorizes said payment using
21 said payment account, and if so, means for:

22 including said digitally-signed transmitted TV context information in an
23 authorization token created by said issuer; if said issuer authorizes said payment, wherein
24 digitally signing, by said issuer, said authorization token is digitally signed by said
25 issuer; and

26 means for sending, from said issuer to said device, a payment authorization,
27 wherein said payment authorization comprises said authorization token, [[and]] with said TV
28 context information included therein[[.]];

29 means for forwarding said payment authorization from said device to said computer of
30 said merchant:

31 means for transmitting said digitally-signed authorization token with a payment capture
32 request sent from said computer of said merchant to [[an]] said acquirer that is distinct from, and
33 processes payments for, said merchant when requesting wherein said payment capture request
34 requests said acquirer to collect, from said issuer, said payment for said transaction;

35 means for verifying, by said acquirer, that said issuer authorized said payment and that
36 said TV context information has not been altered by verifying said issuer's digital signature on
37 said authorization token and said digital signature on said TV context information, respectively;
38 and

39 means for collecting, by said acquirer upon a successful outcome of said means for
40 verifying, said payment for said transaction from said issuer, and for concluding, by said acquirer
41 upon verifying that said issuer created said digital signature on said authorization token, that said
42 payment was authorized by said issuer and that said TV context information included therein has
43 not been altered, and therefore proceeding to automatically allocating allocate a portion of said
44 collected payment to one or more of said TV originators, according to said TV context
45 information received in said digitally-signed authorization token from said issuer[1,1] and
46 reducing an amount of said payment to be paid to said merchant by said automatically allocated
47 portion.

Claims 21 - 25 (canceled)

1 Claim 26 (currently amended): The system according to Claim 20, wherein said means for
2 collecting concluding and therefore proceeding to automatically allocate further comprises:
3 means for extracting an identification of each of said one or more TV originators from
4 said TV context information received in said digitally-signed authorization token; and
5 means for determining said portion to be allocated using a predetermined percentage of
6 said collected payment, for each of said TV originators for whom said identification is extracted.

1 Claim 27 (currently amended): The system according to Claim 20, further comprising:
2 means for extracting, by said acquirer, said TV context information from said digitally-
3 signed authorization token upon said successful outcome; when said acquirer has verified that
4 said issuer created said authorization token and
5 means for sending said extracted TV context information from said payment processor
6 acquirer to at least one of said one or more TV originators.

Claims 28 - 39 (canceled)

1 Claim 39 (currently amended): A method for enabling television ("TV") commerce to generate
2 revenue streams for TV originators in an interactive television environment, said environment
3 having a connection to a computer network and said method comprising the steps of:

4 initiating a TV commerce transaction by a consumer using a device in said interactive
5 television environment, wherein: said transaction pertains to an offering of a merchant; said
6 device is communicably coupled to a computer of said merchant and to an issuer of a payment
7 account of said consumer; and said computer of said merchant is further communicably coupled
8 to an acquirer that is distinct from, and that processes payments for, said merchant;

9 gathering, at said device, TV context information related to a TV context in which said
10 offering is presented to said consumer, wherein said TV context information enables identifying
11 one or more TV originators, each of which is distinct from said merchant;

12 digitally signing transmitting said gathered TV context information, at said device;

13 transmitting said digitally-signed TV context information with a payment authorization
14 request sent from [[a]] said device used by said consumer to [[an]] said issuer of [[an]] said
15 payment account, wherein said payment authorization request requests of said consumer when
16 requesting authorization of payment, using said payment account, for said transaction;

17 determining, by said issuer, whether said issuer authorizes said payment using said
18 payment account, and if so, performing steps of:

19 including said digitally-signed transmitted TV context information in an
20 authorization token created by said issuer;

21 digitally signing, by said issuer if said issuer authorizes said payment, wherein
22 said authorization token is digitally signed by said issuer; and

23 sending, from said issuer to said device, a payment authorization, wherein said
24 payment authorization comprises said authorization token, [[and]] with said TV context
25 information included therein[[,]]:

26 forwarding said payment authorization from said device to said computer of said
27 merchant:

28 transmitting said digitally-signed authorization token with a payment capture request sent
29 from said computer of said merchant to [[an]] said acquirer that is distinct from, and processes
30 payments for, said merchant when requesting wherein said payment capture request requests said
31 acquirer to collect, from said issuer, said payment for said transaction;

32 verifying, by said acquirer, that said issuer authorized said payment and that said TV
33 context information has not been altered by verifying said issuer's digital signature on said
34 authorization token and said digital signature on said TV context information, respectively; and

35 collecting, by said acquirer upon a successful outcome of said verifying step, said
36 payment for said transaction from said issuer, and for concluding, by said acquirer upon verifying
37 that said issuer created said digital signature on said authorization token, that said payment was
38 authorized by said issuer and that said TV context information included therein has not been
39 altered, and therefore proceeding to automatically allocating allocate a portion of said collected
40 payment to one or more of said TV originators, according to said TV context information
41 received in said digitally-signed authorization token from said issuer[[],]] and reducing an amount
42 of said collected payment to be paid to said merchant by said automatically allocated portion.

Claims 40 - 44 (canceled)

1 Claim 45 (currently amended): The method according to Claim 39, wherein said collecting step
2 of concluding and therefore proceeding to automatically allocate further comprises the steps of:
3 extracting an identification of each of said one or more TV originators from said TV
4 context information received in said digitally-signed authorization token; and
5 determining said portion to be allocated using a predetermined percentage of said
6 collected payment, for each of said TV originators for whom said identification is extracted.

1 Claim 46 (currently amended): The method according to Claim 39, further comprising the
2 [[step]] steps of:
3 extracting, by said acquirer, said TV context information from said digitally-signed
4 authorization token upon said successful outcome; when said acquirer has verified that said

5 issuer-created said authorization token and
6 sending said extracted TV context information from said payment processor acquirer to at
7 least one of said one or more TV originators.

Claims 47 - 58 (canceled)

1 Claim 59 (currently amended): The method according to Claim 46, further comprising the step
2 of sending said extracted information from said payment processor acquirer to said computer of
3 said merchant.

Claims 60 - 61 (canceled)

1 Claim 62 (currently amended): The method according to Claim 39, wherein said TV context
2 comprises an identification of a TV program in which said offering is presented to said consumer
3 and said gathered TV context information comprises information from a data stream transmitted
4 with said TV program.

1 Claim 63 (currently amended): The method according to Claim 39, wherein said TV context
2 comprises an identification of an advertisement shown during a TV program, said offering being
3 presented to said consumer during said advertisement, and wherein said gathered TV context
4 information comprises information from said advertisement.

1 **Claim 64 (previously presented): The method according to Claim 39, wherein said gathered TV**
2 **context information further comprises an identification of said consumer.**

1 **Claim 65 (previously presented): The method according to Claim 39, wherein said gathered TV**
2 **context information comprises an identification of a TV program, channel, and/or station being**
3 **displayed when said transaction was initiated.**

1 **Claim 66 (previously presented): The method according to Claim 39, wherein said gathered TV**
2 **context information comprises an original broadcast date and/or time of a TV program being**
3 **watched by said consumer when said transaction was initiated.**

1 **Claim 67 (previously presented): The method according to Claim 39, wherein said gathered TV**
2 **context information further comprises TV viewing records of said consumer.**

1 **Claim 68 (previously presented): The method according to Claim 39, wherein said gathered TV**
2 **context information comprises an identification, date, and/or time of an advertisement from**
3 **which consumer initiated said transaction.**

1 **Claim 69 (previously presented): The method according to Claim 39, wherein said gathered TV**
2 **context information further comprises an indication that said transaction was initiated from said**
3 **interactive television environment.**

1 Claim 70 (currently amended): The method according to Claim 39, wherein said determining
2 step further comprises verifying, by said issuer, device digitally signs said payment authorization
3 request on behalf of said consumer before transmission to said issuer, and wherein said issuer
4 verifies said digital signature of said device as a condition of authorizing said payment.

1 Claim 71 (currently amended): A method of allocating revenue for television ("TV") commerce,
2 comprising steps of:

3 gathering contextual information related to a TV context in which a transaction between a
4 consumer and a merchant is initiated, wherein the transaction is initiated in an interactive TV
5 environment and wherein the contextual information enables identifying one or more TV
6 originators, each of which is distinct from the merchant;

7 including a digitally-signed version of the contextual information, digitally signed at a
8 device of the consumer, when requesting authorization of payment for the transaction;

9 including the digitally-signed version [[in]] with a digitally-signed authorization token
10 that is created and digitally signed, by an issuer of an account of the consumer, and sent to an
11 acquirer that processes payments for the merchant and that is distinct from the merchant to
12 signify that the issuer authorizes the payment from the account; and

13 upon determining, by [[an]] the acquirer that processes payments for the merchant and
14 that is distinct from the merchant, that it has received an authentic authenticated digitally-signed
15 authorization token pertaining to the transaction and that this authentic token contains an
16 authenticated digitally-signed version of the contextual information, programmatically allocating
17 a portion of the payment authorized by the authentic authenticated digitally-signed authorization

18 token to one or more of the TV originators identified by the authenticated digitally-signed
19 version of the contextual information.

Claims 72 - 75 (canceled)

Serial No. 09/469,007

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Docket RSW9-99-080